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**EVANS & REEVES
NURSERIES**

"It's Different"

255 So. Barrington Ave. Los Angeles 49, Calif.

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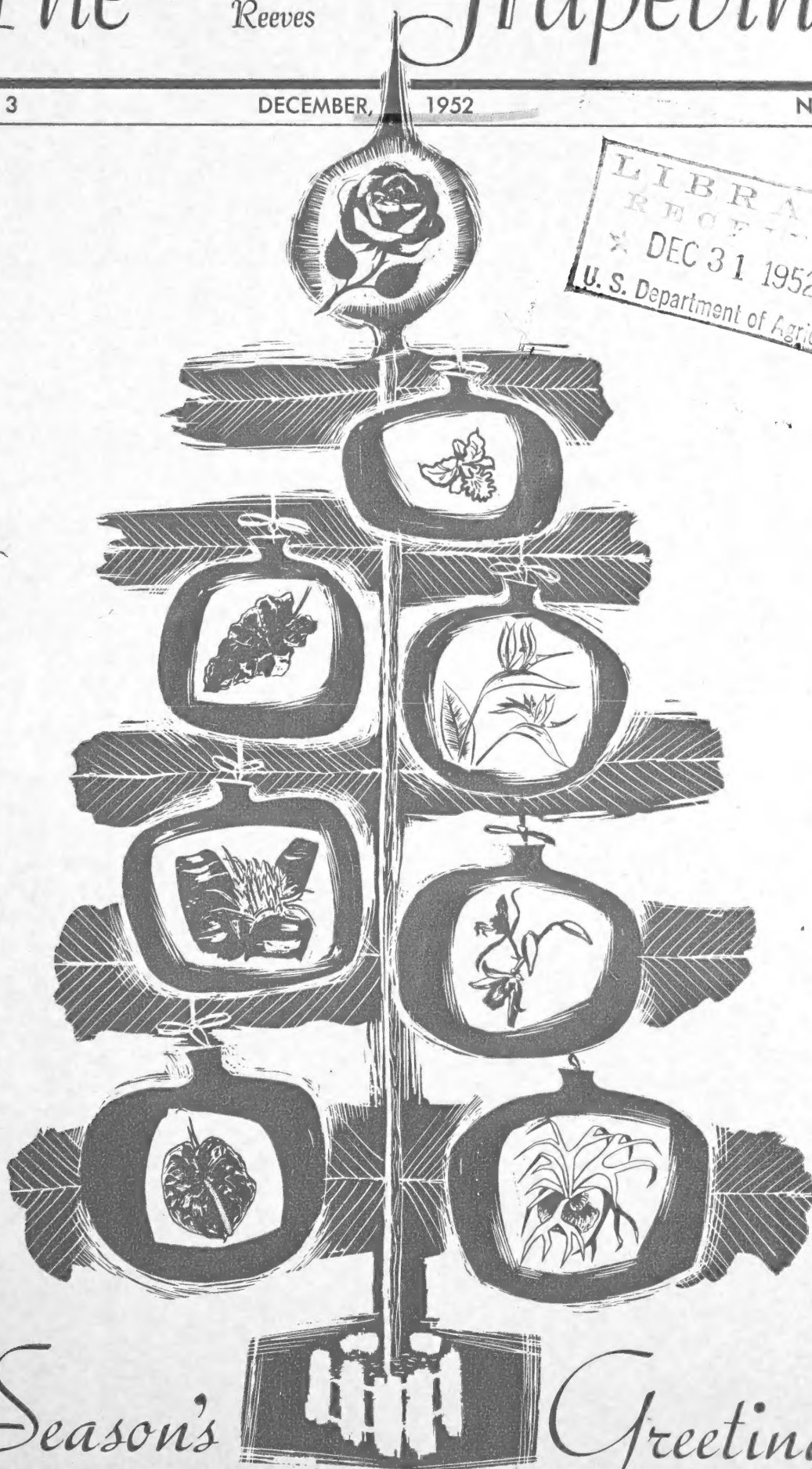
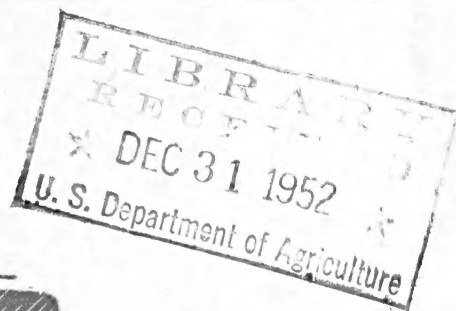
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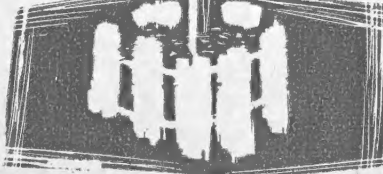
The Evans & Reeves Grapevine

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Season's  Greetings

Hanging on our Christmas Tree

Ornamenting our Christmas tree (as they will the homes and gardens of your luckiest friends!) are some of the choicest plants our lath and glass houses have to offer. As a matter of fact, the Christmas tree itself could be yours in the form of a STAR PINE (*Auracaria excelsa*) that elegantly stylized bright green living Christmas tree, to be tubbed for its early life to serve as your indoor tree, and then set in your yard to greet each successive yuletide season. (\$7.50 in six inch pots).

On the lower left dangles a bizarre and vivid ANTHURIUM of the glossy long-lived blooms so arresting at the florist's. Our strain will grow and flower in the home to evoke the admiration of all. (From \$7.50).

Immediately above it appears the rare AECHMEA FASCIATA a spectacular-flowered member of the pineapple family whose soft pink pine-cone shaped flower, studded with iridescent blue "jewels" may last six months surrounded by a whorl of silver and green leaves. For indoors or out, \$7.50 in five inch pots.

The single leaf above cannot begin to demonstrate the bold character of PHILODENDRON EVANSII, the handsomely endowed offspring of elaborately cut P. Selloum and gigantic-leafed P. Speciosum. New and outstanding, \$12.50.

The uppermost pendant on our tree contains the perennial exotic favorite, a hybrid CATTLEYA ORCHID, ideal for the lady on your list who would like to pick her own corsage. Blooming plants in lovely shades of mauve, easy to grow, from \$7.50.

Descending the tree again we encounter Los Angeles' newly-selected official flower, the colorful orange and blue BIRD OF PARADISE (*Strelitzia reginae*) which is at its flowering peak during the winter months. From \$6.

Next, LAELIA ORCHIDS festoon our tree. The glossy rosy-lavender flower sprays nod gracefully from hanging baskets or wall plaques, as easily grown as Begonias! Blooming plants from \$5.

At the right base of the tree hangs one of nature's most startling creations, the STAGHORN FERN (*Platycerium alcicorne*) whose fronds are green replicas of a stag's antlers. Grown on patio wall, tree trunks, against natural stone or brick, it

becomes more majestic as it progresses. Mounted on fern trunk, from \$7.50.

Topping our tree is the all-time favorite flower, the ROSE, and our fine bare-root stock of new and traditional roses will be available for Christmas delivery this year, priced from \$1.25.

In other houses and sections of our nursery you will find a complete selection of traditional gift plants from budded or flowering CAMELLIAS for the beginner or collector, from \$2.; and the seasonal HOLLIES and holly-like plants, from \$4.50; floriferous AZALEAS in many colors and sizes, from \$2.50; and exceptional RHODODENDRONS in flower, \$10. and \$15.; to the oldtime favorites, brilliant POINSETTIAS and PEPPERS, lovely CYCLAMEN, dainty Saint Paulia (African) VIOLETS and gay PRIMROSES, all modestly priced! Gift wrapping, of course!

We've Spread a Table

Our little store-on-the-drive will feature a holiday table, spread not with tasty eatables, but with equally mouth-watering gifts for the enthusiastic gardener. Imported hand tools designed for indoor gardening, in light durable, rust-proof aluminum (\$3.95); Corona shears, forged for precise cutting that will make pruning easier and more efficient (from \$2.50); smart new aluminum flower pots for indoor use, (\$2.50 a set); soil-testing kits, a must for the serious gardener (\$2.98 and \$5.89); are but a few of the tempting array.

Designed to add to your holiday pleasure are such items as Fireplace Crystals (\$1.); Aero-Snow, a pressurized canned snowstorm for your tree and decorations (\$.70); cocktail candles to dispel lingering odors of tobacco, etc. (\$1.).

Books, practical and beautiful, for beginner or specialist; packages of bulbs, promising a spectacle of spring bloom; plant novelties, and every form of useful garden equipment will be available for your selection, so be sure to browse about when you go in to ask for a salesman.

P. S. Now that the weather hints of winter you may warm yourself while shopping with a cup of steaming coffee (with or without cream and sugar) from our new coffee automat!

Rhyme in Season

We trust this Christmas issue shows
That you don't have to be verbose
To put across a sound idea
Especially this time of year.

The many ornaments you see
A-dangling from our Christmas tree
Make gifts your loved ones will adore.
(Of course we still have many more).

Therefore this year instead of letting
The time run out on present-getting,
Come see us now and we'll endeavor
To help you find the bestest ever!

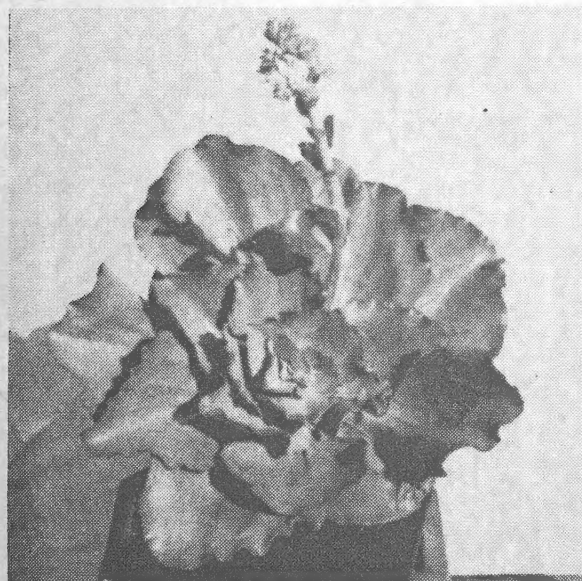
And so, without much more ado,
We all combine in wishing you
A great amount of Christmas cheer,
Good health, good luck throughout next
year.

G.F.H.

Proudly Presented . . .



The yuletide finds spikes formed and flowers opening on **CYMBIDIUM ORCHIDS**, making this popular and beautiful plant an ideal gift for favored names on your gift list. The sprays of flowers (a dozen or two to a spike!) will remain on the plant from six to ten weeks, or they may be cut for indoor arrangements or corsages where they are also long-lived. Now that their culture is better understood, they may be grown out of doors with less care and success than many another more common garden flower. Coming in a wide range of pastels, bronzes, greens, with variations and combinations of these, they make an impressive gift of lasting beauty and ever-increasing abundance of flower.



Evans and Reeves has a splendid collection of **SUCCULENTS** of specimen quality ideal for gifts during the holiday season. The astounding size, coloration, variety and flower of this unusual group of plants has brought them into new prominence in recent years, and much use has been made of them as in contemporary plantings or as focal points in patio and lanai groupings. The **ECHEVERIA ROSEA GRANDIS** pictured, attains a foot and one half in diameter, and annually sends forth long spikes of brilliantly colored, long-lasting flowers from the rosette of grey-green and smoldering rose leaves. It is only one of many and varied types of succulents to complement and accent the gardens of your friends. Attractive specimen containers available also.

*Let Your Garden Greet the
Yuletide with Seasonal Color!*

Our Pyracanthas, heavy with brilliant berries, are ready to be placed in your garden now at the height of their season. As shrubs or espaliers, \$1.65 to \$8.50.